

Rep Order# 9800222 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 50965

Printed: 08/30/2012 10:14 AM
Last Received: 08/29/2012 5:07 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 1270
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1270
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. CAN'T MKGD CN 8/31, FLIGHT ENDS 8/29. PLS
CNF

was 105,100.⁰⁰
- 3,500
101,600.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*22	TU	10P-11P	MENTALIST	:30	\$3,500.00	08/28-08/28	1	1	1	\$3,500.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$53,250.00 Sep 12: 29 / \$48,350.00
Sales Totals: 57 / \$101,600.00
Station Totals: 57 / \$101,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$227,752	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	29%
		WKRC	44%	WLWT	17%	WSTR	0%	WXIX	7%		

Books null
Demos RA35+

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Rep Firm
Sales Office () WASHINGTON
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Rep Order# 9800222 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 50965

Printed: 08/29/2012 12:30 PM
Last Received: 08/23/2012 12:09 PM
Showing Buylines: All Rep & Sta Revised Lines

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--- REMARKS ---

pls see line 22
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*22	TU	10P-11P	MENTALIST	:30	\$3,500.00	08/28-08/28	2	1	2	\$7,000.00	
				Station Remark: V4 1x na 8/28 due to conv runover. mg fri 8/31 10-11p ncir blue bloods								

---REPORT TOTALS---

Report Totals: 2 / \$7,000.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$53,250.00 Sep 12: 30 / \$51,850.00
Sales Totals: 58 / \$105,100.00
Station Totals: 58 / \$105,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$235,597	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 29%
		WKRC 44%	WLWT 17%	WSTR 0%	WXIX 7%	

Books null
Demos RA35+

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: jgaunt@local12.com
Sent: Wednesday, August 29, 2012 10:00 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 50965

Station: WKRC-TV

Order Information:

Order #: 50965
Order Total: \$105,100.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09800222
Estimate #: 1270
Flight Dates: 08/23/12 - 08/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (50965-22-1):

Rate: \$3,500.00
Air Date: Tue 08/28/12
Eligible Days: -T-----
Inventory Code: Tue Reg 3
Inventory Description: Tue Reg 3
Inventory Code Time: 10:00 PM-11:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Overrun

~~1x Tue 10-11P on 8/31 MUR~~
1x Fri 10-11P on 8/31 MUR

Spot Manager: All, 08/23/12-08/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 50965

Line: 1

08/23/12	Thursday	5:58:36 PM	:30	\$600.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	5:58:39 PM	:30	\$600.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 2

08/23/12	Thursday	1:36:48 PM	:30	\$1,500.00	OHSNT\	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	CROSSROADS GPS	1270	P-1	1	MWASH
08/24/12	Friday	1:53:03 PM	:30	\$1,500.00	OHSNT\	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	CROSSROADS GPS	1270	P-1	2	MWASH
											2	

Line: 3

08/23/12	Thursday	5:08:52 PM	:30	\$1,600.00	OHSNT\	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	CROSSROADS GPS	1270	P-1	2	MWASH
08/24/12	Friday	5:14:16 PM	:30	\$1,600.00	OHSNT\	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	CROSSROADS GPS	1270	P-1	1	MWASH
											2	

Line: 4

08/23/12	Thursday	6:09:37 PM	:30	\$1,800.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	6:08:49 PM	:30	\$1,800.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 5

08/23/12	Thursday	7:21:34 PM	:30	\$1,400.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/24/12	Friday	7:28:23 PM	:30	\$1,400.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											2	

Line: 6

08/23/12	Thursday	7:40:16 PM	:30	\$1,400.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	7:55:20 PM	:30	\$1,400.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 7

08/24/12	Friday	11:16:41 XM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	11:49:47 XM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 8

08/23/12	Thursday	11:34:14 PM	:30	\$1,900.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	11:54:31 PM	:30	\$1,900.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	4	MWASH
08/25/12	Saturday	11:55:51 PM	:30	\$1,900.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/26/12	Sunday	11:31:59 PM	:30	\$1,900.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											4	

Line: 9

08/23/12	Thursday	10:34:00 PM	:30	\$5,000.00	OHSNT\	Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/23/12	Thursday	10:47:19 PM	:30	\$5,000.00	OHSNT\	Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											2	

Line: 10

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50965												
Line: 10												
08/26/12	Sunday	2:29:27 AM	:30	\$1,100.00	OHSNT\	Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1270	P-1	1	MWASH-
											1	
Line: 11												
08/26/12	Sunday	2:29:41 PM	:30	\$850.00	OHSNT\	630p Local 12 News Su	6:30 PM-7:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
											1	
Line: 12												
08/26/12	Sunday	7:57:40 PM	:30	\$4,000.00	OHSNT\	Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/26/12	Sunday	7:58:56 PM	:30	\$4,000.00	OHSNT\	Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
											2	
Line: 13												
08/26/12	Sunday	7:35:33 PM	:30	\$3,200.00	OHSNT\	Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/26/12	Sunday	7:50:13 PM	:30	\$3,200.00	OHSNT\	Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
											2	
Line: 14												
08/27/12	Monday	3:59:19 PM	:30	\$600.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/28/12	Tuesday	3:58:40 PM	:30	\$600.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/29/12	Wednesday	3:28:34 PM	:30	\$600.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
											3	
Line: 15												
08/27/12	Monday	4:43:20 PM	:30	\$1,500.00	OHSNT\	4p Local 12 News at Fo	4:30:00 PM-5:00:00 P	CROSSROADS GPS	1270	P-1	1	MWASH-
08/28/12	Tuesday	4:43:06 PM	:30	\$1,500.00	OHSNT\	4p Local 12 News at Fo	4:30:00 PM-5:00:00 P	CROSSROADS GPS	1270	P-1	2	MWASH-
08/29/12	Wednesday	4:38:46 PM	:30	\$1,500.00	OHSNT\	4p Local 12 News at Fo	4:30:00 PM-5:00:00 P	CROSSROADS GPS	1270	P-1	3	MWASH-
											3	
Line: 16												
08/27/12	Monday	5:07:37 PM	:30	\$1,600.00	OHSNT\	5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	CROSSROADS GPS	1270	P-1	2	MWASH-
08/28/12	Tuesday	5:07:45 PM	:30	\$1,600.00	OHSNT\	5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	CROSSROADS GPS	1270	P-1	3	MWASH-
08/29/12	Wednesday	5:21:46 PM	:30	\$1,600.00	OHSNT\	5p Local 12 News at Fiv	5:00:00 PM-5:30:00 P	CROSSROADS GPS	1270	P-1	1	MWASH-
											3	
Line: 17												
08/27/12	Monday	6:23:58 PM	:30	\$1,800.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
08/28/12	Tuesday	6:14:48 PM	:30	\$1,800.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/29/12	Wednesday	6:13:16 PM	:30	\$1,800.00	OHSNT\	6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
											3	
Line: 18												
08/27/12	Monday	7:21:14 PM	:30	\$1,400.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	3	MWASH-
08/28/12	Tuesday	7:12:13 PM	:30	\$1,400.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH-
08/29/12	Wednesday	7:10:52 PM	:30	\$1,400.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH-
											3	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50965												
Line: 19												
08/27/12	Monday	7:44:56 PM	:30	\$1,400.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/28/12	Tuesday	7:46:00 PM	:30	\$1,400.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/29/12	Wednesday	7:41:00 PM	:30	\$1,400.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											3	
Line: 20												
08/27/12	Monday	2:32:55 XM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	4	MWASH
08/27/12	Monday	1:46:53 PM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1	MWASH
08/28/12	Tuesday	2:36:04 XM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2	MWASH
08/29/12	Wednesday	2:15:09 XM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	3	MWASH
08/29/12	Wednesday	2:38:51 XM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	5	MWASH
											5	
Line: 21												
08/27/12	Monday	1:31:02 PM	:30	\$1,900.00	OHSNT\	11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/28/12	Tuesday	1:34:47 PM	:30	\$1,900.00	OHSNT\	11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/29/12	Wednesday	1:35:27 PM	:30	\$1,900.00	OHSNT\	11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											3	
Line: 22												
08/28/12	Tuesday	1:02:20 PM	:30	\$3,500.00	OHSNT\	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											1	
Line: 23												
08/29/12	Wednesday	9:42:59 PM	:30	\$5,500.00	OHSNT\	Wed Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											1	
Line: 24												
08/29/12	Wednesday	1:05:38 PM	:30	\$5,000.00	OHSNT\	Wed Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											1	
Line: 25												
08/25/12	Saturday	7:16:16 PM	:30	\$600.00	OHSNT\	Sa Prime Access Rotat	7p-8p	CROSSROADS GPS	1270	P-3	1	MWASH
											1	
Line: 26												
08/25/12	Saturday	6:15:29 PM	:30	\$600.00	OHSNT\	6pm Local 12 News Sat	6p-630p	CROSSROADS GPS	1270	P-3	1	MWASH
											1	
											57	
											57	
											57	
											57	
											57	

[Filtered by:] [Sorted by: Station]